

Message Text

UNCLASSIFIED

PAGE 01 STATE 172249

44

ORIGIN COME-00

INFO OCT-01 NEA-10 ADP-00 EB-11 PA-03 PRS-01 USIA-15 AGR-20

INT-08 SCEM-02 TRSE-00 RSR-01 /072 R

66651

DRAFTED BY:COM/DIBA/OIM/246:DARYAN

APPROVED BY:EB/OCA/REP:GPWILSON

COM/DIBA/OIM/246:TEWELCH/JPWENTWORTH

STATE/EB/CBA/OCA:BR:R C SCISSORS

STATE/NEA/IRN:MMICHAUD

COM/DIBA/OPA:DLANDA

----- 088456

R 292111Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 172249

E.O. 11652: N/A

TAGS: BEXP IR

SUBJ:PRESS RELEASE ON OPENING TRADE CENTER

FOLLOWING IS TEXT PRESS RELEASE COVERING OPENING U.S. TRADE
CENTER:

QTE FOR RELEASE THURSDAY AUGUST 30, 1973-- U.S. TO
OPEN TRADE CENTER IN TEHRAN, IRAN

1. THE U.S. WILL OPEN A NEW TRADE CENTER
IN TEHRAN, IRAN, ON NOVEMBER 5, SECRETARY OF COMMERCE FREDERICK B.
DENT ANNOUNCED TODAY.

2. "THE NEW TRADE CENTER WILL HELP U.S. BUSINESSMEN PRESENT THEIR
GOODS IN WHAT IS EMERGING AS ONE OF THE FASTEST-GROWING MARKETS IN
THE MIDDLE EAST," SECRETARY DENT SAID.

3. "IRAN, IN A DYNAMIC STATE OF DEVELOPMENT, IS ACTIVELY SEEKING
PRODUCTS AND SERVICES--RANGING FROM COMMUNICATIONS EQUIPMENT TO
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 172249

AGRICULTURAL MACHINER AND INDUSTRIAL CONTROL--THAT U.S. BUSINESS

IS UNIQUELY ABLE TO SUPPLY.

4. "AT THE SAME TIME, OUR ENERGY NEEDS--WHICH IRAN CAN HELP SATISFY--MAKE PARTNERSHIP IN TRADE BETWEEN OUR TWO COUNTRIES PARTICULARLY ADVANTAGEOUS."

5. THE NEW TRADE CENTER, TO BE LOCATED ON QUEEN ELIZABETH II BOULEVEARD, ONE THE CHIEF BUSINESS THOROUGHFARES IN THE IRANIAN CAPITAL, WILL HAVE 1,700 SQUARE FEET OF EXHIBIT SPACE ON THE GROUND FLOOR. CONFERENCE FACILITIES, A BUSINESSMAN'S LOUNGE, AND ADN ADDITIONAL 1,200 SQUARE FEET OF EXHIBITION SPACE ARE LOCATED ON THE SECOND FLOOR OF THE SAME BUILDING, WHICH ALSO HOUSES THE HEADQUARTERS OF THE NEW IRAN-AMERICAN CHAMGER OF COMMERCE.

6. THE TEHRAN TRADE CENTER WILL OPEN WITH AN EXHIBITION AND COLLOQUIUM FEATURING EQUIPMENT AND INSTRUMENTS FOR HEALTH CARE INDUSTRIES.

7 THE EXHIBITION, WHICH WILL BRING TOGETHER 35 EXHIBITORS, HAS ALREADY BEEN COMPLETELY BOOKED.

8. THE NEXT EXHIBITION AT THE CENTER, TO BE HELD IN THE SPRING FO 1974, WILL FEATURE BUSINESS EQUIPMENT.

9. IN ADDITION TO EXHIBITIONS, THE NEW TEHRAN TRADE CENTER WILL PROMOTE U.S. PRODUCTS IN IRAN THROUGH CATALOG SHOWS, SINGLY COMPANY DISPLAYS, TECHNICAL SEMINARS, BUSINESSMAN'S WORKSHOPS AND TRADE MISSIONS.

10. THE UNITED STATES CURRENTLY ACCOUNTS FOR SLIGHTLY OVER 20 PERCENT OF IRAN'S IMPORTS. IN 1972 U.S. SALES THERE TOTALED \$559 MILLION, AND IN 1973 THEY ARE EXPECTED TO BE AT LEAST \$650 MILLION, INCLUDING FOOD GRAINS; FATS AND OILS; AIRCRAFT AND SPARE PARTS; MOTOR VEHICLES, PARTS AND ACCESSORIES; CONSTRUCTION MACHINERY; PUMPS, ELECTRIC POWER MACHINERY; AND TELECOMMUNICATIONS EQUIPMENT.

1. OIL REVENUES ACCOUNT FOR A LARGE SHARE OF IRAN'S RAPIDLY RISING GROSS NATIONAL PRODUCT. THE GOVERNMENT'S RECENTLY PUBLISHED FIFTH PLAN FOR DEVELOPMENT PRECITS THAT OIL INCOME WILL TOTAL AT LEAST \$22 BILLION OVER THE NEXT FIVE YEARS. DURING THE SAME PERIOD, THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 172249

PLAN CALLS FOR A TOTAL OF \$35.8 BILLION OF FIXED INVESTMENT (INCLUDING FOREIGN DIRECT INVESTMENT) IN INDUSTRY AND MINES; HOUSING AND CONSTRUCTION; OIL AND GAS; TRANSPORTATION AND INFRASTRUCTURE, AS WELL AS AGRICULTURE, EDUCATION AND OTHER SOCIAL PROGRAMS.

12. THE TEHRAN TRADE CENTER WILL BE THE LATEST IN A WORLDWIDE CHAIN OPERATED BY THE U.S. DEPARTMENTS OF COMMERCE AND STATE AS AN AID

TO U.S. EXPORTERS. OTHER CENTERS ARE LOCATED IN STOCKHOLM,
FRANKFURT, LONDON, PARIS, MILAN, TOKYO, SYDNEY, SINGAPORE,
MEXICO CITY, BUENOS AIRES, BEIRUT AND VIENNA. ANOTHER CENTER
WILL BE OPENED IN TAIWAN IN 1974. UNQTE. ROGERS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE172249
Document Source: CORE
Document Unique ID: 00
Drafter: COM/DIBA/OIM/246:DARYAN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973087/aaaaafda.tel
Line Count: 119
Locator: TEXT ON-LINE
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 21 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21-Sep-2001 by elbezefj>; APPROVED <28-Jan-2002 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: RESS RELEASE ON OPENING TRADE CENTER FOLLOWING IS TEXT PRESS RELEASE COVERING OPENING U.S. TRADE
TAGS: BEXP, IR
To: TEHRAN
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005